Chapter Five

Implementation Programs

Land Use and Zoning Change

Economic Development Strategies

Transportation Projects and Funding

DRAFT

This section outlines the next steps after adoption of this plan by the City of Atlanta. It includes action items for implementing the land use and zoning change, transportation, and economic development recommendations.

1. Land Use and Zoning Change

Land use change will be implemented after the plan is completed and approved by the communities. It will be part of the Plan adoption into the City's Comprehensive Development Plan (CDP).

Zoning change will take place once the City completed its first phase update of the Quality of Life Zoning Ordinance, which will provide the needed zoning districts as recommended in this plan. Figure 5.1 to 5.8 illustrate in detail the land use and zoning changes recommended.

Figure 5. 1 Land Use Change Maps Outline (Showing Existing 15-year Land Use)

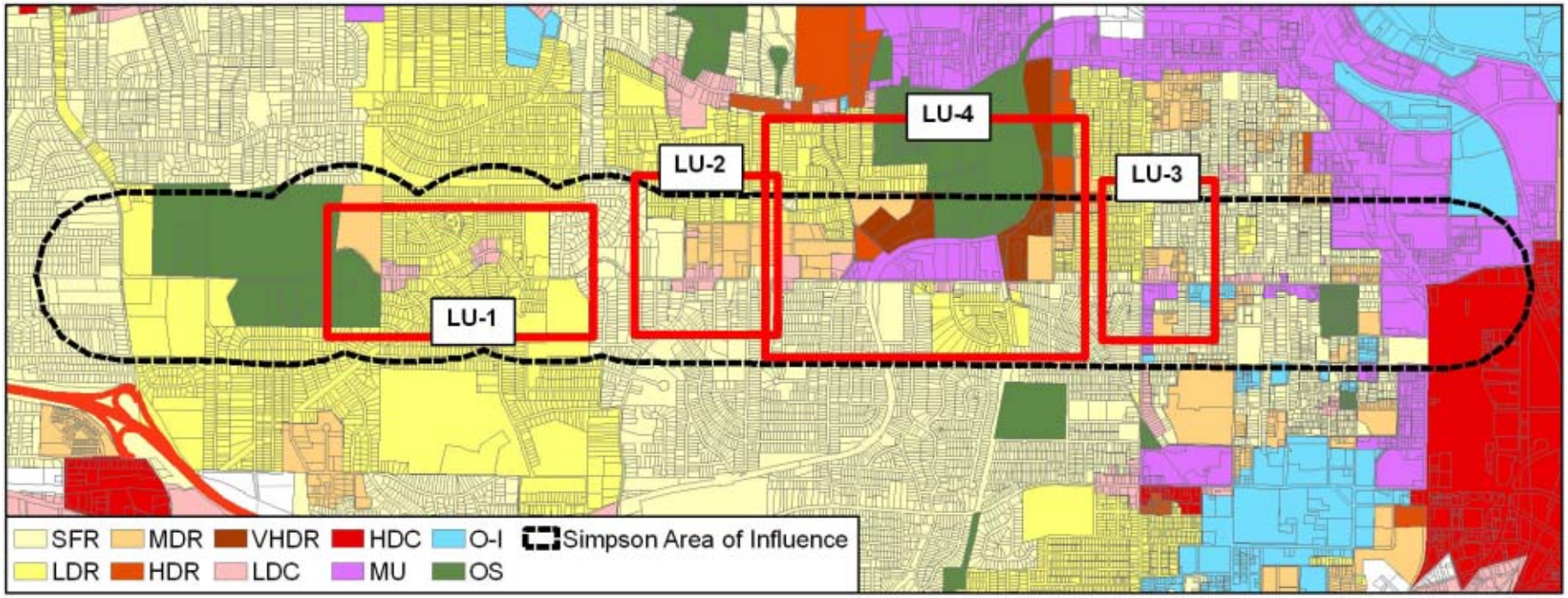


Figure 5. 2 Land Use Change Map 1

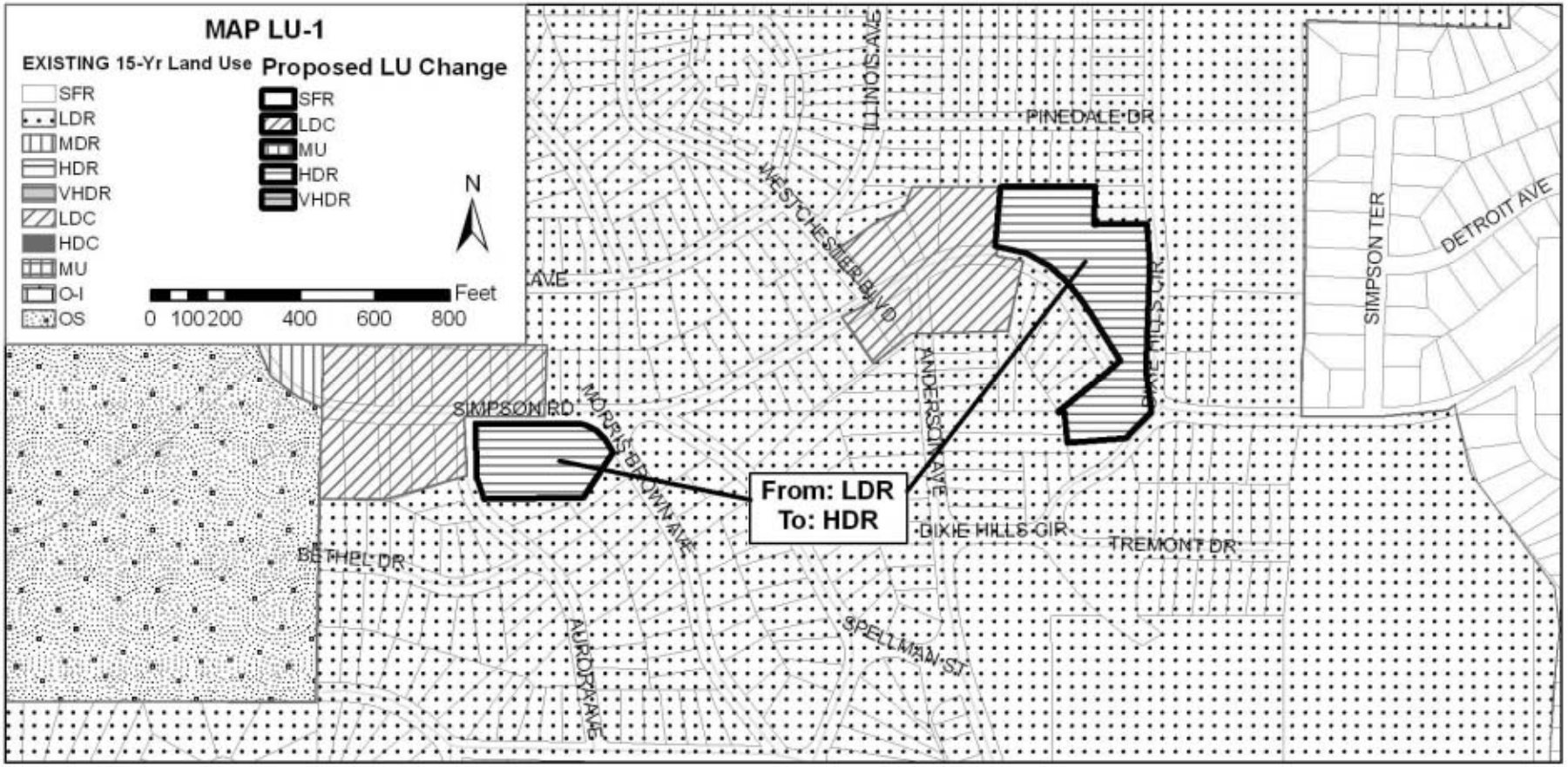


Figure 5. 3 Land Use Change Map 2 and 3

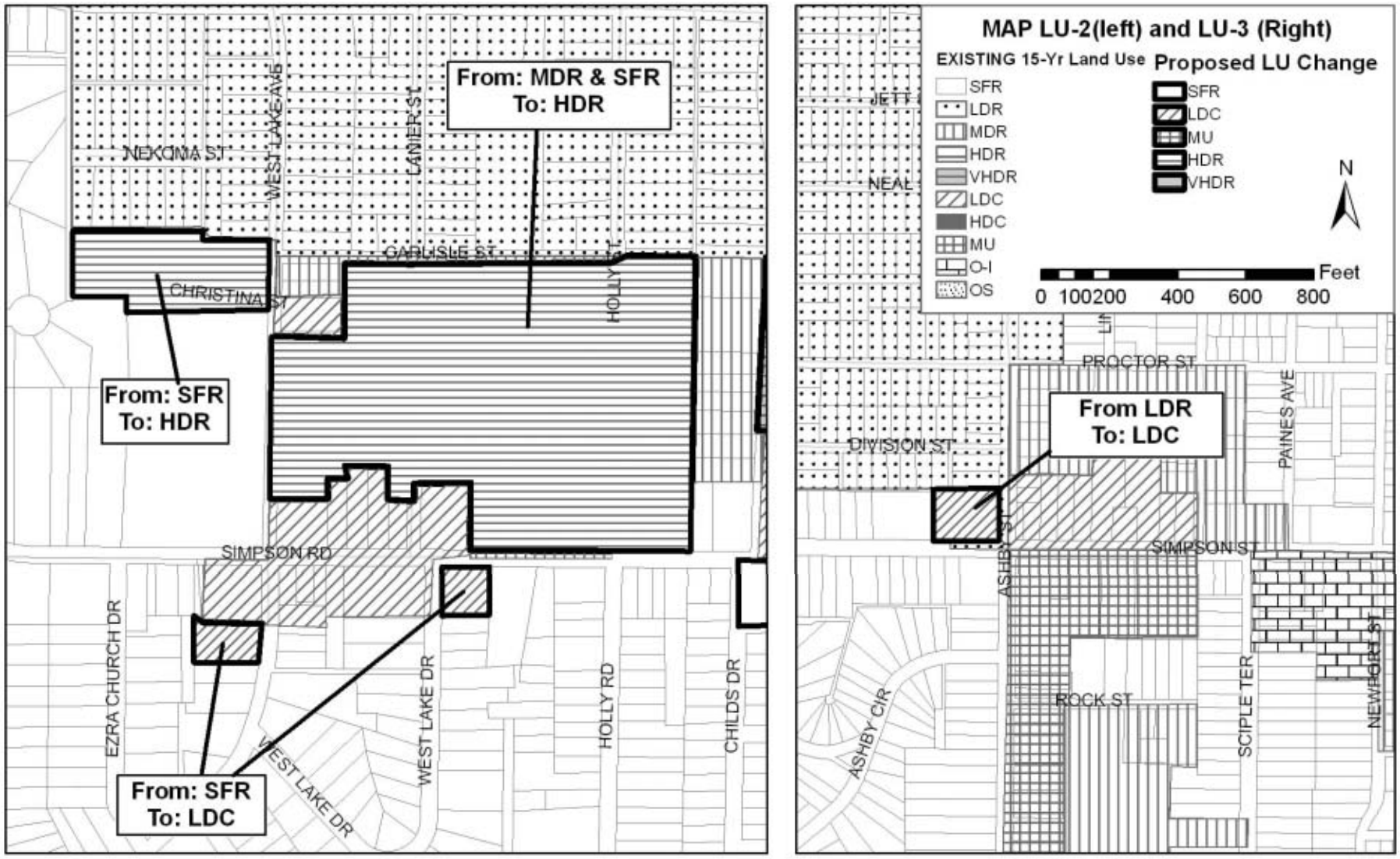


Figure 5. 4 Land Use Change Map 4

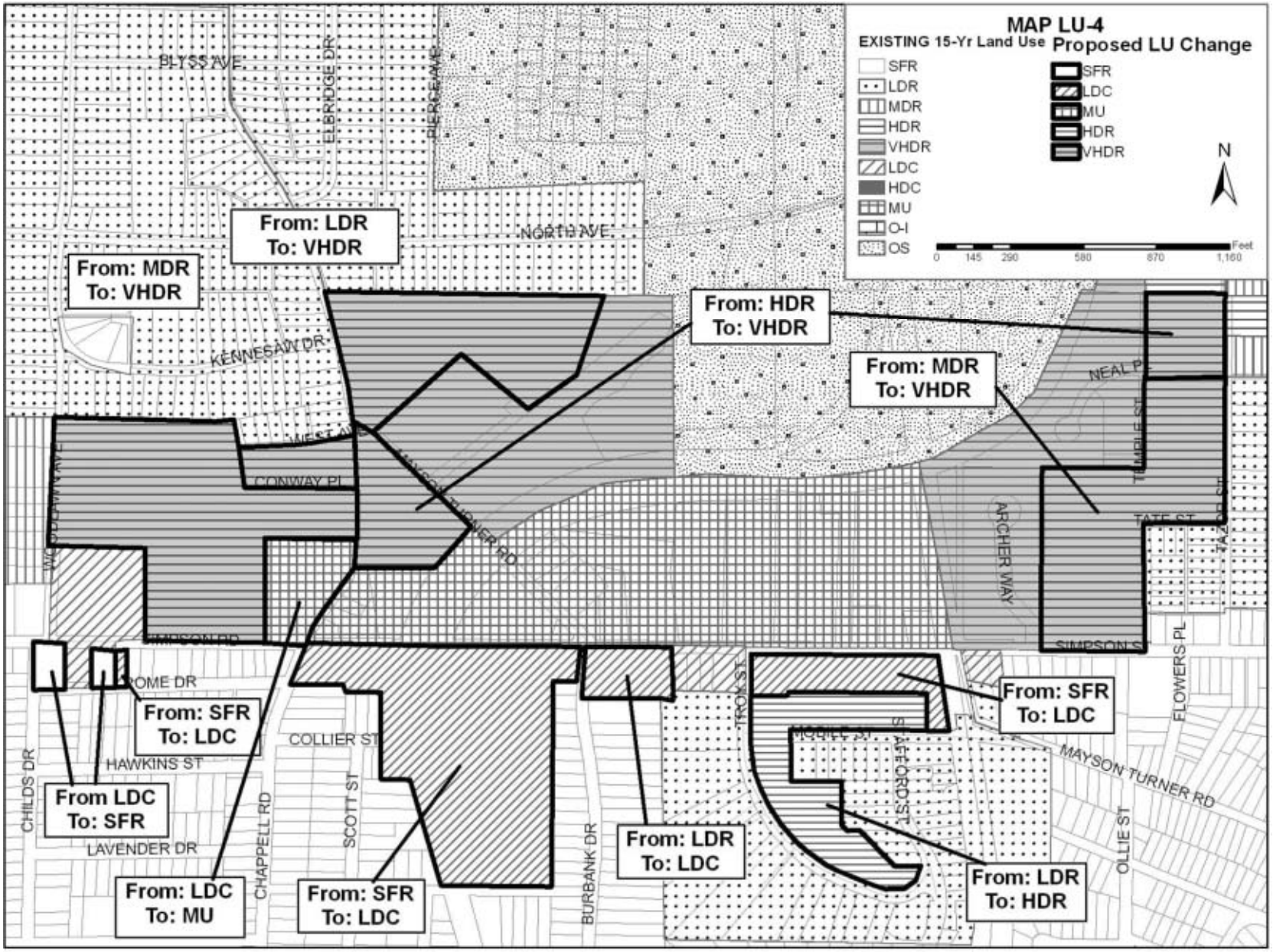


Figure 5. 5 Zoning Change Maps Outline

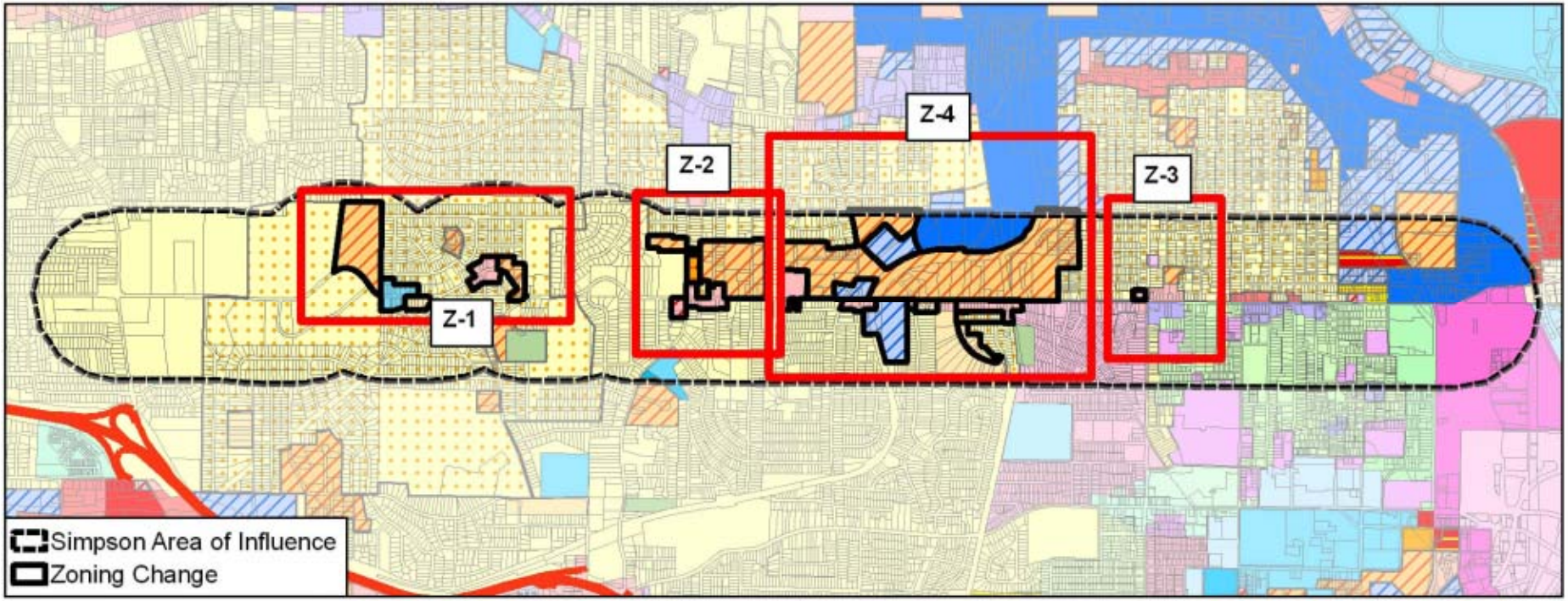
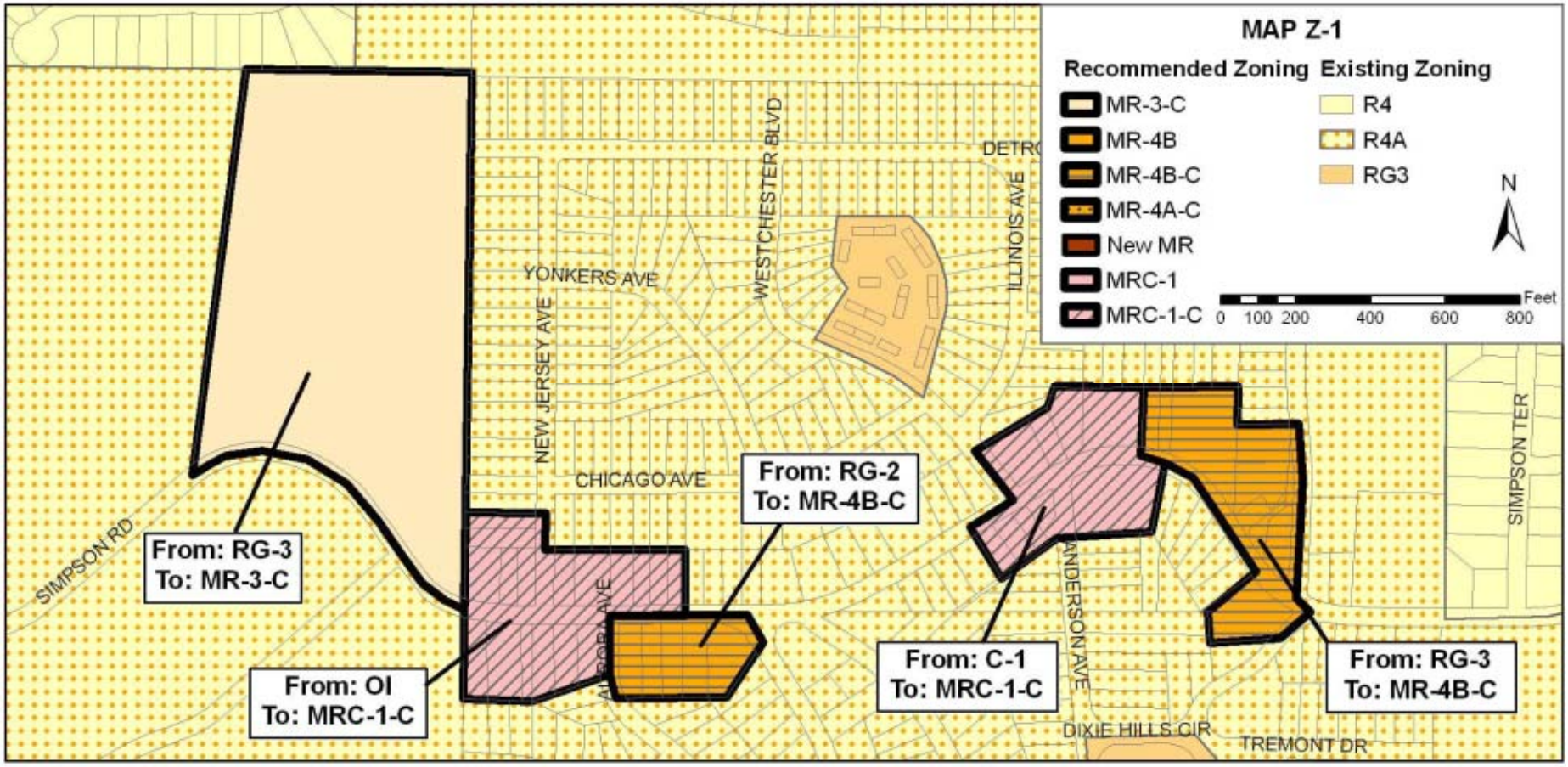


Figure 5. 6 Zoning Change Map 1

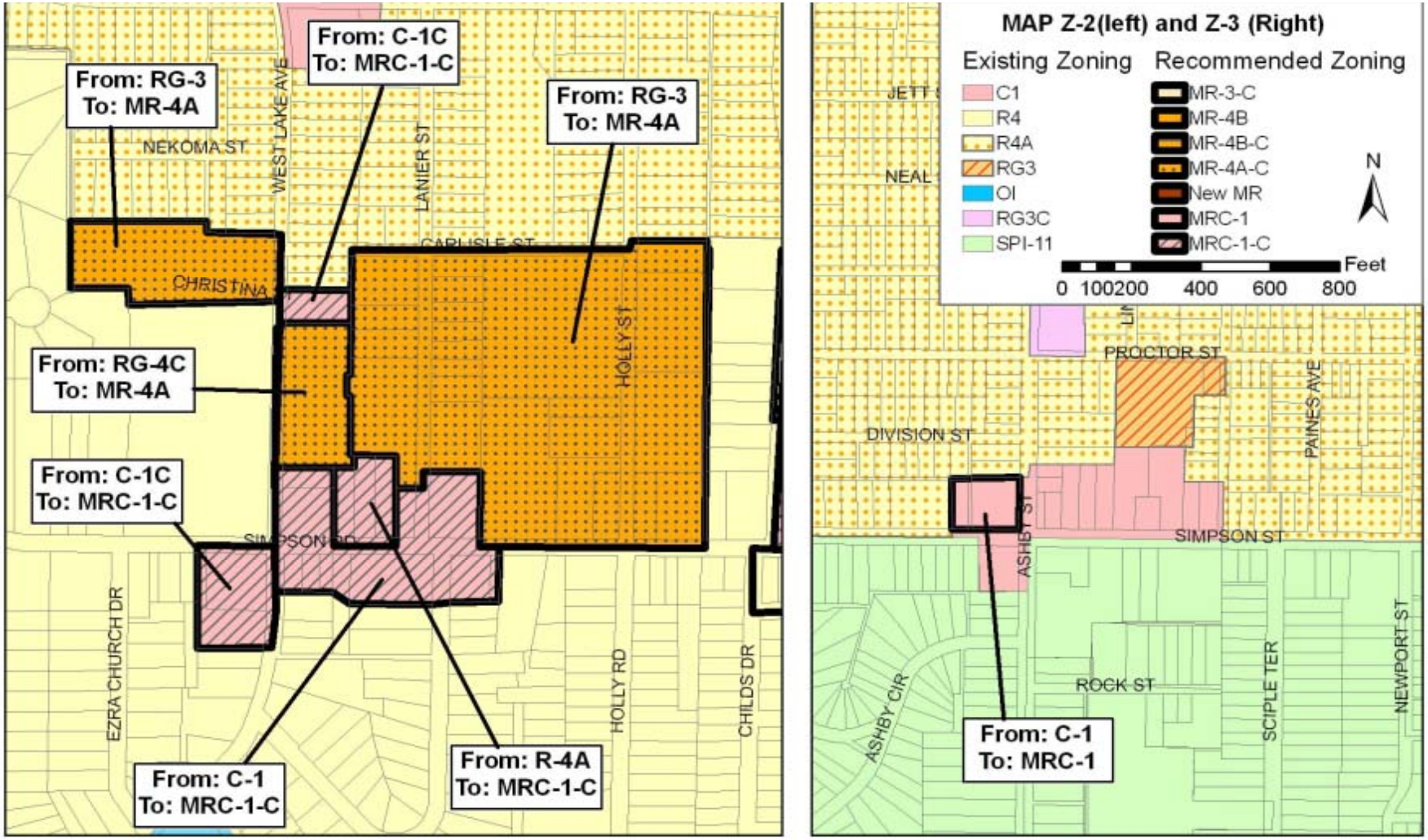


MR-3-C:
Maximum Height: 52 feet
Non-Residential FAR: 5% of total
Residential FAR: 0.7
Maximum FAR: 0.7

MRC-1-C:
Maximum Height: 40 feet
Non-Residential FAR: 1
Residential FAR: 0.7
Maximum FAR: Additive

MR-4B-C:
Maximum Height: 40 feet
Non-Residential FAR: 5% of total
Residential FAR: 1.49
Maximum FAR: 1.49

Figure 5. 7 Zoning Change Map 2 and 3



MR-4A:
Maximum Height: 52 feet
Non-Residential FAR: 5% of total
Residential FAR: 1.49
Maximum FAR: 1.49

MRC-1-C:
Maximum Height: 40 feet
Non-Residential FAR: 1
Residential FAR: 0.7
Maximum FAR: 1.7

MRC-1:
Maximum Height: 52 feet
Non-Residential FAR: 1
Residential FAR: 0.7
Maximum FAR: 1.7

MR-4A:
Maximum Height: 52 feet
Non-Residential FAR: 5% of total
Residential FAR: 1.49
Maximum FAR: 1.49

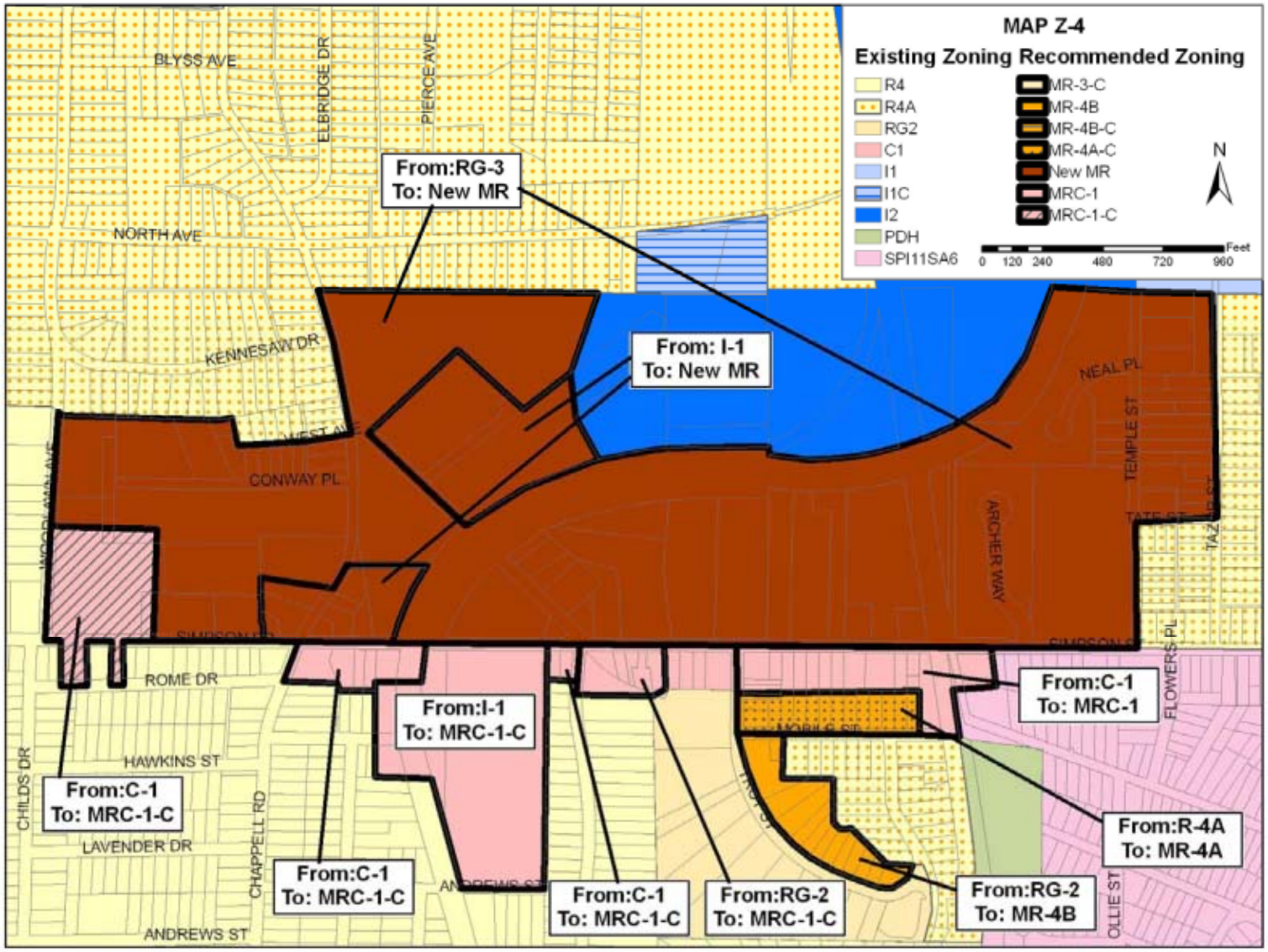
MR-4B (Townhome):
Maximum Height: 52 feet
Non-Residential FAR: 5% of total
Residential FAR: 1.49
Maximum FAR: 1.49

NEW MR:
Maximum Height: 88 feet
Non-Residential FAR: 20% of total
Residential FAR: 1.49
Maximum FAR: 1.49

MRC-1-C:
Maximum Height: 40 feet
Non-Residential FAR: 1
Residential FAR: 0.7
Maximum FAR: 1.7

MRC-1:
Maximum Height: 52 feet
Non-Residential FAR: 1
Residential FAR: 0.7
Maximum FAR: 1.7

Figure 5. 8 Zoning Change Map 4



2. Economic Development Strategies

The economic development of the Simpson study area could take the following steps:

Real Estate

- Conduct a review of existing sites, buildings and underutilized/vacant lots for redevelopment and prepare a property inventory that includes property specifications and condition, ownership, the terms of the sale/lease
- Rank sites/buildings according to their potential for development or location importance, categorizing them as short-term or long-term potential initiatives
- Concentrate on Redevelopment Nodes, building on existing anchors and recreating 'fabric' where none exists. Expand lot depth and breadth at these sites to create parcels large enough to make a meaningful impact
- Offer relocation assistance to inappropriate businesses/uses within the Redevelopment Nodes and, perhaps, businesses between the Nodes that are incompatible with redevelopment activity and/or aesthetically undesirable

Targeting

- Create a brand identity for the Study Area that separates the Simpson Road Corridor from its competitors. The brand identity should be the foundation upon which all to redevelopment initiatives are based – e.g., logo, urban design, signage, advertising, marketing collateral, website, business recruitment, etc
- Create a Corridor wide business development team and target businesses based on the findings of the market study and rank them as near term and long term prospects
- Develop a cluster plan that unifies the Redevelopment Nodes with complementary businesses and uses that benefit from each other's sales, customers and markets. Work with realtors to steer developers and prospective businesses to appropriate locations
- Look into possible tax incentives to help "home-grown" businesses locate and stay in the area. Consider forming an Entrepreneurship Association that includes training, mentoring, technical assistance, business incubator and support for home-based businesses
- Investigate existing and/or develop specific incentives to entice investors: e.g., assembling and contributing land; long term no-cost lease in exchange for training and hiring local residents; density bonuses; expedited plan review; and other strategies used by urban redevelopment agencies

Image

- Institute a community wide "clean-up" program, with emphasis on high traffic areas. The Study Area must recreate itself as a vibrant, clean and safe business district in the eyes of prospective businesses and target markets
- Conduct an aggressive public relations campaign to educate area residents, workers, students and visitors of opportunities and activities in and near Simpson Road
- Develop collaborative marketing initiatives with other Westside business districts
- Host an Economic Development Summit/Visioning Session; showcase existing neighborhood businesses, conduct an Asset Building Community Development workshop to identify entrepreneurial assets and resources and to provide encouragement to the local community for positive change
- Develop collateral marketing materials (i.e., CD-ROMs, market opportunity fact sheets, prospect packages, etc.) specifying potential redevelopment opportunities in the Study Area
- Invest in developing a website specific to the Study Area that communicates its identity to existing and prospective

businesses, residents and customers. Use the website to post development progress, business listings, residential and commercial real estate information, special events, development incentives, etc

- Work to overcome widespread fear about the Simpson Road Corridor. A weekend farmers market is an example of a "community invitation" to check out the district. Leverage that into other special events that will widen the interest and the audience

Recruitment

- Work to overcome widespread fear about the Simpson Road Corridor. A weekend farmers market is an example of a "community invitation" to check out the district. Leverage that into other special events that will widen the interest and the audience
- Create and maintain referral networks with area brokers, economic development agencies, developers, etc. and educate them regarding the types of businesses, housing and activities most appropriate for the Study Area
- Enable developers and prospective businesses to access downloadable recruitment material and applications
- Ensure that resources are set-aside on an annual basis to maintain ongoing recruitment and marketing initiatives

3. Transportation Projects and Funding

Funding Sources

Transportation projects may be funded through the following funding sources for the Simpson Corridor Redevelopment Plan area:

- Federal funding administrated through ARC and GDOT (e.g. Ttransportation Enhancement funds, Congestion Mitigation Air Quality funds).
- City of Atlanta funding including Quality of Life Bond, Local Impact Fees, etc.
- Tax Allocation District Funding for capital improvement projects in TAD areas.
- Other sources that funds 'special interest' projects. For example, the PATH Foundation funds multi-use greenway trails, while Trust for Public Land and Blank Foundation sometimes fund park/open space projects.

Cost Assumptions

As with any macro-level planning process, it is impossible to perfectly assign costs to future transportation projects. However it is possible to estimate based on standard cost assumptions.

The following assumptions are used in the Implementation Plan Matrices found on the following pages. These costs include demolition and installation of transportation facilities only. They do not include decorative or accessory elements that are not directly related to the transportation facilities, such as landscaping, trees, and street furniture. These prices are also exclusive or right-of-way, which is estimated separately in the implementation plan matrices.

Sidewalks

Sidewalks -	$5.50 / sf
Curb repair and resetting	$7.50 / lf
Duratherm Crosswalks	$4,500/leg
ADA Ramps	$8,000/ int.

Bicycle Facilities

Bike Path Striping & Signage	$50,000 / mile
Multi-Use Trail:	$5.50 / sf

Signal Improvements

Mast Arm Signal Upgrade	$125,000/ int.

Signal Timing	$4,500/ int.
Fiber Optic Communications	$24,000 / mile

Medians

Concrete	$5.50 / sf
Planted	$5.00 / sf
Curb	$15.00 / lf

Operational Improvements

Striping & Signage	$50,000 / mile
Intersection Modification*	$675,000/ int.
Curb repair and resetting	$7.50 / lf

Capacity Enhancements

Widen 2 lanes to 4	$3,700,000 / mile
Widen 4 lanes to 6	$4,180,000 / mile
New 2 Lane Road with Sidewalks	$4,138,000 / mile
New 4 Lane Road with Sidewalks	$5,024,000 / mile

Pedestrian Lighting:

Atlanta Type "B" Pedestrian Lights	$2,600 each, 2 per 100'

Right of Way Cost

Primary	$400,000/acre
Secondary	$320,000/acre

Land costs are estimated based on 2004 values reported by the Fulton County Tax Assessor. Land Costs are increased by 30% to account for inflation. Primary right-of-way refers to commercial real estate on a major thoroughfare. Secondary right-of-way refers to all other properties.

* The cost estimates for a standard intersection improvement are based on a typical four-way intersection with the following modifications:

Pedestrian Improvements,
Curb & Gutter
ADA Compliance
Turn radius modifications,
Measures to address poor sight distance,
Addition, removal, or modification of turn lanes,
Alterations to traffic controls
Access Management

Cost estimates for individual intersection modification projects may be adjusted based on engineering judgment to account for variations in the extent and complexity of potential modifications.

Note: For the recommended streetscape elements of the Simpson Road Corridor we used Transportation Enhancement Project Cost Estimates provided by Long Engineering for the City of Atlanta and presumed consistent streetscape elements throughout the corridor

Figure 5. 9 Transportation Projects Map

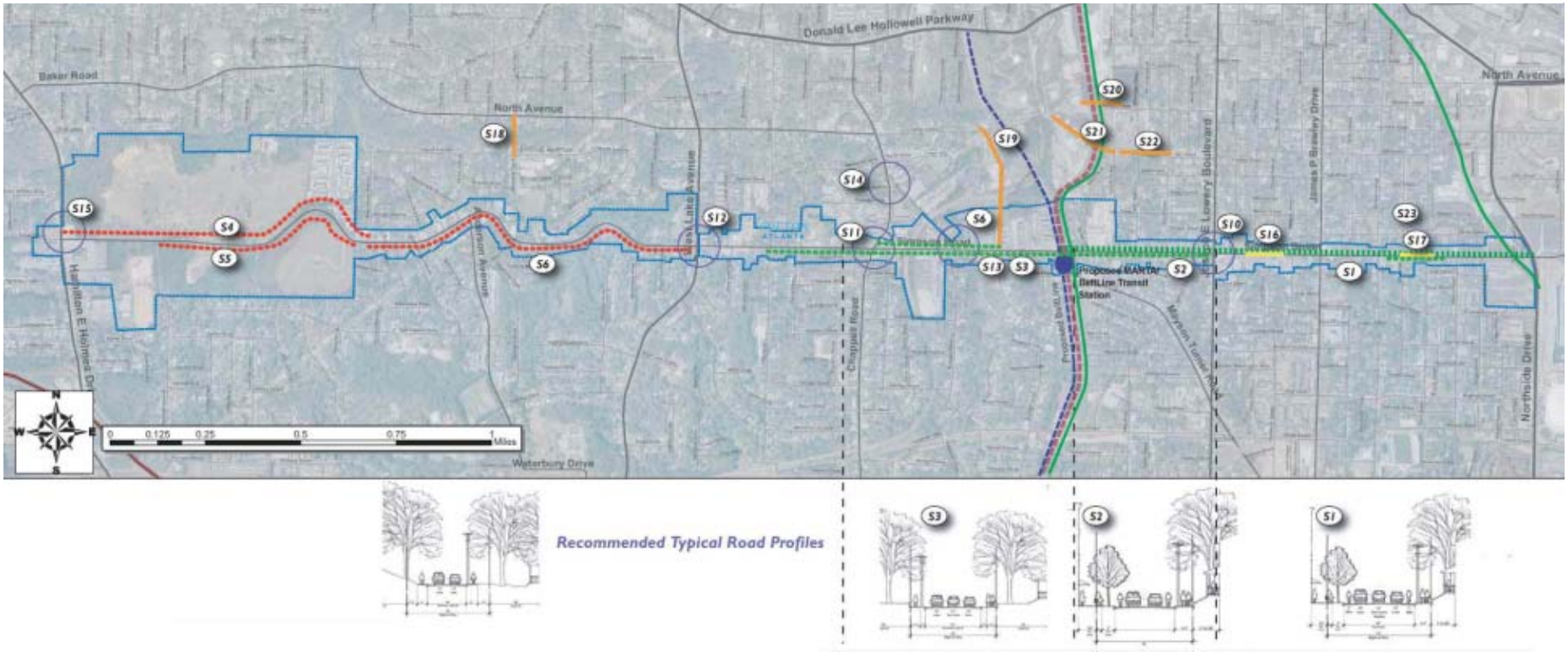


Table 5. 1 Transportation Projects

Prj ID	Project Name	Description	Type of Imp.	Eng. Year	Eng. Cost	ROW Year	ROW Cost	Const. Year	Const. Cost	Total Project Cost	Res. Party	Funding Source	Local Source Match & Amount
S1	Northside Dr. To JE Lowery Blvd "Historic Mixed Use Sector"	Reconfigure to 3 lanes with Bike Lanes, Curb & Gutter Upgrade	Road, Bike, Streetscape	2007	$ 11,290		$ -	2008	$ 75,264	$ 87,000	COA	Westside TAD, QOL	$ 87,000
S2	JE Lowery to BeltLine "Historic Residential Sector"	Reconfigure to 2 lanes with Bike Lanes, Curb & Gutter Upgrade	Road, Bike, Streetscape	2007	$ 5,645		$ -	2008	$ 37,632	$ 43,000	COA	BeltLine TAD, QOL	$ 43,000
S3	BeltLine to Chappell Rd "BeltLine Main Street Sector	Improvements pursuant to Proposed Development and BeltLine Master Plan,	Road, Bike, Streetscape	2009	TBD		$ -	2010	TBD	TBD	COA	BeltLine TAD, QOL	TBD
S4	New Sidewalk,HE Holmes Dr to New Jersey Ave	5 ' Sidewalk, North Side with additional engineering considerations at creek	Pedestrian	2007	$ 37,586	2008	$ 198,206	2009	$ 250,574	$486,000	COA	TE, CMAQ, QOL	$97,200
S5	New Sidewalk,Sew annee Ave to New Jersey Ave	5 ' Sidewalk, South Side with additional engineering due to grade	Pedestrian	2009	$ 29,490	2010	$ 187,345	2011	$ 196,603	$413,000	COA	TE, CMAQ, QOL	$82,600
S6	New Sidewalk, New Jersey Ave to West Lake Ave, South Side	5 ' Sidewalk, South Side with additional engineering due to grade	Pedestrian	2009	$ 39,593	2010	$ 244,364	2011	$ 263,952	$548,000	COA	TE, QOL	$109,600
S7	Review striping, marking and signage for MUTCD compliance	Applies to Segments without recommended reconfiguration (Chappell to HE Holmes)	Safety	2007	$ 12,000		$ -	2008	$ 80,000	$ 92,000	COA	QOL	$92,000
S8	Simpson Road Corridor Safety and Pedestrian Utility Safety Improvements	Relocate signs utility poles in sidewalk ROW or divert sidewalk around utility poles to maintain adequate width.	Safety	2007	TBD		$ -	2008	TBD	TBD	COA	TE, QOL	TBD

Prj ID	Project Name	Description	Type of Imp.	Eng. Year	Eng. Cost	ROW Year	ROW Cost	Const. Year	Const. Cost	Total Project Cost	Res. Party	Funding Source	Local Source Match & Amount
S9	Signal System Upgrade	10 Signals to Mast Arms, Controllers, Coordination & Timing, Fiber Optc Communications	Road, Bike, Streetscape	2008	$ 209,370		$ -	2009	$1,395,800	$1,605,000	COA	QOL,STP,CMAQ (Q23,24)	$321,000
S10	Simpson St and J. E. Lowery Blvd: Intersection reconfiguration	Turn Lanes, Geometric Improvments	Safety, Road	2007	$ 101,250	2008	$ 57,332	2009	$ 675,000	$ 834,000	COA	Westside TAD, BeltLine TAD, QOL	$ 834,000
S11	Simpson Road and Chappell St: Intersection reconfiguration	Turn Lanes, Geometric Improvments	Safety, Road	2010	$ 101,250	2011	$ 28,666	2012	$ 675,000	$ 805,000	COA	BeltLine TAD, QOL	$ 805,000
S12	Simpson St and West Lake Blvd: Intersection reconfiguration	Turn Lanes, Geometric Improvments	Safety, Road	2010	$ 101,250	2011	$ 57,332	2012	$ 675,000	$ 834,000	COA	QOL	$ 834,000
S13	Mayson Turner Rd at Simpson Rd: Safety Assesment and Improvements	Assess Safety issues at intersection and implement improvements	Safety, Road	2008	$ 101,250	2009	$ 57,332	2010	$ 675,000	$ 834,000	COA	QOL	$ 834,000
S14	Mayson Turner Rd at Chappell Rd: Safety Assesment and Improvements	Assess Safety issues at intersection and implement improvements	Safety, Road	2008	$ 101,250	2009	$ 57,332	2009	$ 675,000	$ 834,000	COA	QOL	$ 834,000
S15	HE Holmes at Simpson Rd: Safety Assesment and Improvements	Assess Safety issues at intersection and implement improvements	Safety, Road	2011	$ 101,250	2012	$ -	2013	$ 675,000	$ 776,000	GDOT	Safety	$ -

Prj ID	Project Name	Description	Type of Imp.	Eng. Year	Eng. Cost	ROW Year	ROW Cost	Const. Year	Const. Cost	Total Project Cost	Res. Party	Funding Source	Local Source Match & Amount
S16	Pedestrian Refuge Median on Simpson St near Sciple Ter	Install 400' Raised Median With Ped Treatements at Crossings to address pedestrian and operational safety	Safety, Road	2008	$ 5,098	2012	$ -	2009	$ 33,988	$ 39,000	COA	Westside TAD, CMAQ, QOL	$ 39,000
S17	Pedestrian Refuge Median on Simpson St near Griffin Street	Install 400' Raised Median With Ped Treatements at Crossings to address pedestrian and operational safety	Safety, Road	2008	$ 5,098	2012	$ -	2009	$ 33,988	$ 39,000	COA	Westside TAD, CMAQ, QOL	$ 39,000
S18	White Elementary School New Connection	New .1 mile Roadway to increase N/S connectiviey near White Elem. School	Pedestrian	2009	$ 62,070	2010	$193,939	2010	$ 413,800	$ 670,000	COA	QOL	$ 670,000
S19	Troy Stree: t New Connection	New .32 mile Roadway to reconnect street grid near BeltLine redevelopment and provide access to new Maddox Park Extension	Road	Long Range	$198,624		$ 620,606		$ 1,324,160	$2,143,000	COA	BeltLine TAD, QOL	$ 2,143,000
S20	North Avenue: New Connection	New .27 mile Roadway to reconnect street grid near BeltLine redevelopment and provide access to new Maddox Park Extension	Road	Long Range	$ 257,589		$ 523,636		$ 1,717,260	$ 2,498,000	COA	BeltLine TAD, QOL	$ 2,498,000
S21	Temple Street: New Connection	New .12 mile Roadway to reconnect street grid near BeltLine redevelopment and provide access to new Maddox Park Extension	Road	Long Range	$ 164,484		$ 232,727		$ 1,096,560	$ 1,494,000	COA	BeltLine TAD, QOL	$ 1,494,000
S22	Jett Street: New Connection	New .36 mile Roadway to reconnect street grid near BeltLine redevelopment and provide access to new Maddox Park Extension	Road	Long Range	$ 313,452		$ 698,182		$ 2,089,680	$ 3,101,000	COA	BeltLine TAD, QOL	$ 3,101,000

Prj ID	Project Name	Description	Type of Imp.	Eng. Year	Eng. Cost	ROW Year	ROW Cost	Const. Year	Const. Cost	Total Project Cost	Res. Party	Funding Source	Local Source Match & Amount
S23	Additional Study- English Avenue/Vine City Local traffic operations	Evaluate safety of current two-way operations on narrow streets North and south of Simpson Street between J,E. Lowery Boulevard and Northside Drive. Evaluate feasibility of widening roadways or restricting operations to one-way travel	Road	2008	$ 50,000		$ -	2009		$ 50,000	COA	QOL	$ 50,000
S24	Corridor Wide Transit Amenities	All stops: sidewalk and concrete pad, adequate safe crossing	Transit	2007	$ 37,530		$ -	2008	$ 250,200	$ 288,000	COA MARTA Private	QOL, MARTA, BeltLine TAD, Westside TAD	TBD
S25	Activity Center Enhanced Transit Amenities	Activity centers, Middle & High Schools: Lighting, shelters, trash receptacles	Transit	2008	$ 12,000		$ -	2009	$ 80,000	$ 92,000	COA MARTA Private	QOL, MARTA, BeltLine TAD, Westside TAD	TBD
S26	Transit Operations Modifications	Provide direct bus service along corridor (may be able to realign existing routes)	Transit	2008	TBD		$ -	2009	TBD	TBD	MARTA	MARTA, CMAQ	TBD
S27	Simpson Road Streetscape Project Additonional Funding	Make up gap in funding for existing Simpson Streetscape Project	Pedestrian, Safety	2006	$ -		$ -	2008	$ 1,853,710	$ 1,853,710	COA	QOL, BeltLine TAD, Westside TAD	$ 1,853,710
	Individual Project elements: (Figures from Project Perliminary Cost Estimate, 4/19/2006, exclusive of	Holly Road to Chappell Road							$ 451,979				
		Mayson Turner to Bridge Culvert							$ 116,752				
		Bridge Culvert Widening							$ 98,108				

Prj ID	Project Name	Description	Type of Imp.	Eng. Year	Eng. Cost	ROW Year	ROW Cost	Const. Year	Const. Cost	Total Project Cost	Res. Party	Funding Source	Local Source Match & Amount
	funded elements)												
		Bridge Culvert to MARTA Bridge							$ 131,894				
		JP Brawley Dr to Sunset Ave.							$ 318,193				
		Vine Street							$ 97,115				
		Edwards St. to Northside Dr.							$ 182,778				
		ADA Ramps and Crosswalks							$ 141,892				
		Replace Strain Poles for ADA Ramps							$ 90,000				
		Ped. Signals at Mid-block Crossings							$ 225,000				
S 28	Install a "Signal Ahead" advanced warning signs	Three Intersections, 5 Signs	Safety	2006	$ -		$ -	2008	$ 5,000	$ 5,000	COA	QOL	$ 5,000
S 29	Signal Warrant Analysis Study	Signal Warrant Analysis for 3 Intersections	Safety	2006	$ 15,000	0	$ -	2008	$ -	$ 15,000	COA	QOL	$ 15,000

Appendix:

A. Market Analysis Report
B. Transportation Analysis Report
C. Public Participation Materials
D. Tax Delinquent Properties List
E. List of Properties Need Code Enforcement Effort